



A-Level Business Studies

Exam Board: OCR

Entry Criteria:

- GCSE Business Studies: Grade 5 or above
- English and Maths: Grade 5 or above

Overview

The A-Level Business Studies course provides an introduction to the complex world of business. It covers key areas including business objectives, strategic decisions, marketing, operations, finance, human resources, and the global business environment. The course develops critical thinking and practical decision-making skills while exploring real-world business scenarios.

Key Content Areas:

- 1. Business Objectives & Strategic Decisions**
Learn about different business goals (e.g., growth, profitability) and the decisions companies make to achieve these goals.
- 2. External Influences on Business**
Study the impact of factors like the economy, law, and technology on business performance.
- 3. Marketing & Marketing Strategies**
Examine product positioning, market segmentation, advertising, and consumer behavior.
- 4. Operations Management**
Learn about production processes, supply chain management, and operational efficiency.
- 5. Human Resources**
Explore recruitment, training, motivation, and workforce management strategies.
- 6. Financial Management**
Study key financial concepts like budgeting, financial statements, and investment decisions.
- 7. Global Business Environment**
Understand the challenges and opportunities businesses face in a globalized market.

Year 1 Overview:

The first year introduces fundamental business concepts:

- **Business Types & Objectives:** Study the different types of businesses and their goals.
- **External Influences:** Learn how external factors, such as the economy and law, impact businesses.
- **Key Functional Areas:** Understand how marketing, finance, human resources, and operations work together to make businesses successful.

Year 2 Overview:

The second year builds upon the foundational knowledge with a focus on:

- **Local Business Environment:** Study how local factors affect businesses.
- **UK Business Environment:** Explore the unique aspects of doing business in the UK.
- **Global Business Environment:** Learn about international trade, global markets, and global competition.

Students will also evaluate business theories and apply them to real-world scenarios, recommending strategies for business improvement and growth.



Recommended Reading & Resources

Books

1. Magnetic Stories by Gabrielle Dolan
2. Chocolate Wars by Deborah Cadbury
3. Built to Last by James C. Collins & Jerry I. Porras
4. Shoe Dog by Phil Knight

Websites

1. Tutor2u: (www.tutor2u.net)
2. Business Case Studies: (businesscasestudies.co.uk)
3. Freakonomics: (freakonomics.com)

Documentaries & Videos

1. *Inside the Factory* (BBC)
2. *Tricky Business* (Channel 4)
3. *Inside Cadbury* (YouTube)
4. *Pepsi vs. Coke* (Amazon Prime)



Assessment Structure:

Paper 1: Operating in a Local Business Environment

- ▶ **Duration:** 2 hours
- ▶ **Mark:** 80
- ▶ **Weight:** 33.3% of A-Level

Paper 2: The UK Business Environment

- ▶ **Duration:** 2 hours
- ▶ **Mark:** 80
- ▶ **Weight:** 33.3% of A-Level

Paper 3: The Global Business Environment

- ▶ **Duration:** 2 hours
- ▶ **Mark:** 80
- ▶ **Weight:** 33.3% of A-Level



Complementary Subjects

- ▶ Economics
- ▶ Maths
- ▶ Psychology



Career Progression

Business Studies A-Level is ideal for students interested in a wide range of business-related careers. Graduates can pursue degrees in Business, Economics, Marketing, or Accountancy. The course also provides a foundation for entrepreneurship, with students developing the necessary skills to start their own businesses. Additionally, students can seek roles as management trainees or marketing executives.